## ow Comes the Sale That Means Savings of Thousands of Dollars to Utah People Greatest Sale in the West and Greater This Year Than Ever Before, Is Ready

MORROW MORNING he Movement Begins

TOMORROW MORNING the Movement Begins

## The July Sale That Forces Out the Goods All Over the Store

Begins Here Tomorrow Morning, at 8:30 Sharp!

It's the Greatest of All Clearing Sales—for It's the Sale That Saves You the Most Money It's a Sale that in Magnitude and Price Difference marks a new epoch in the history of Salt Lake Merchandising. Losses are not counted during this sale, for it's our determined policy not to carry goods over from season to season.

ALL SUMMER MERCHANDISE IS SCHEDULED FOR CLEARANCE. THE SALE INCLUDES THE ENTIRE STOCK—EVERYTHING IN THE HOUSE IS MARKED AT AND BELOW COST

crowds will be dense, but every effort will be made to facilitate prompt service. The values will be too good to risk missing, so bear in mind that the greatest of all clearing sales starts tomorrow morning at 8:30 sharp. Tell your friends to be here early.

TEARING SALE OF ALL erwear and Hosiery serifice of values never before Never before such slaugh-Never such bargains.

seamless cotton hose in fast blue or tan; 10c 5c ture silk hose; full fashined list top and feet in fast at only; greatest 50c 's fine ribbed cotton hose, in white, pink, blue or tan, all the best 20c grades; 121/2c margale price... 121/2c wilk liste hose, in fast black tolors; the greatest 

A CLEARING SALE OF artains, Portieres, Couch wand Drapery Materials

best 121/20

suits, tight or lace 25c mis hose, in fast black or tan;

GREATEST PRICE REDUC-WE HAVE EVER MADE A QUICK AND DECISIVE

artsin swisses.	71/2e
his sale at	22c
nk sale at	24c
ottingham lace cur- b in this sale at	34c
hee cortain	55c
touch corner	69c
nce corrains	79c
ace contain	88c
portions.	\$1.10
aner loss	\$1.23
tovers, all finer po ber tapestry covers c manufacturers' cos	tricies and

and Embroideries sale prices that are certain keenest enthusiasm.

cones laces and insertions adless variety to choose from entire stock divided into 6 3 sale lots: Se luces 21/2c Tige laces 31/30 worth up to 10c 5c Be laces in this 20e laces 71/20 100 121/2c TORCHON LACES.

Reat sale lots at less than worth up to Se at .... AUTIPUL BATISTE EM-ERY PLOUNCING AND MANDS TO MATCH. than half regular Value-200 a yard, sale price. 99c 150 a yard, sale price \$1.25 a yard, sale price. \$1.65 A CLEARING SALE OF

most nothing. A quick disposal must be made, we have not hesitated at the exceeding depth of the price cuts. For our sole purpose is to sell and sell in mighty short or-

this sale, per yard. 3340
Thousands of yards of dress print in this sale at
10c Apron ginghams in 53/40 this sale, per yard
per yard 6340
this sale, per yard 63/40
1214c nurse striped ginghams in thi sale, per yard
All 162-3c sheer dress lawns 71/20 in this sale, per yard 71/20
All 20c printed organdies 101/20 in this sale, per yard 101/20
All 25c printed dimities in this sale, per yard 120
All 35c wash fabrics in this 161/20
All 40c wash fabrics in this sale, per yard
in this sale, per yard At a
Up to 75c wash fabries in this sale, per yard 33c ALL BLACK INDIA LINONS AT
CUT PRICES.

Belts and Neckwear MORE AND BETTER BAR-GAINS THAN WE HAVE EVER HAD BEFORE. ALL MUST GO AND GO QUICKLY. Children's Buster Brown patent leather belts; regular

19c season's popular styles; a great variety to choose from; 200 up to 40e values at..... p to 75c values

Table Linens, Napkins, Towels and Toweling

The entire stock goes at a loss!

The sale prices will make quick work of the stock. The savings will put words of praise for the Auerbach store into the mouths of every Wash cloths, value 5c, go in this sale at . 10 Hemmed buck towels, value 61/4c; 1000 yards twilled roller toweling; in this sale. per yard
place linen kilchen erash;
in this sale at, a yard
in this sale at, a yard
in this sale at, each
to bath and huck towels,
to bath and buck towels, 20e bath and buck towels, in this sale at, each ... 12c ... 25e red table damask, in this sale, per yard ... 121/2c ... 40e white table linen, in this sale, per yard ... 22c ... 50e half bleached table linens, in this sale, per yard ... 26c ... 26c ... 40e mmed napkins; worth 75c, 39c ... 39c ... 39c ... 31.00 bleached table linens, ... 59c in this sale, per yard ... 39c ... 31 finer table linens, napkins and

All finer table linens, napkins and towels suffer price cuts like the rest.

Wash Goods

Exquisite summer fabrics for al-

10c 10c 

A CLEARING SALE OF

Children's vici kid, lace and button Sizes 5 to 8, \$1.25 values; 88c in this sale at ..... Sizes 846 to 11, value \$1.50; 98c Sizes 1116 to 2, value \$1.75; in this sale at . \$1.18 3c Ladies' vici kid oxfords, value \$2, in this sale .. \$1.58 Boys' and youths' tan calf shoes; value \$2, in this \$1.68 sale at ...... \$1.68 Boys' patent leather oxfords, value \$2.50, in this sale \$1.78 12c 82.00, in this sale \$1.78 Boys' patent leather and gun metal calf shoes, value \$3, \$2.38 Ladies' patent one strap value \$2.75, in this value \$2.75, in this \$2.28
Ladies' vici kid three tie oxfords, value \$3, in this sale \$2.38
Ladies' patent two strap pumps, value \$3, in this sale \$2.38

SHOE IN OUR STOCK:

A Price-Wrecking Clearing Sale of Ready-to-Wear Apparel

WE HAVE SLASHED AND CUT THE PRICES AND ATTACKED WHOLE STOCK WITH REDUCTIONS THAT MEAN A RAPID EXODUS

OF EVERY GARMENT. SUCH CUTTING IS NEW, EVEN HERE.

\$1.15 Lingerie Waists 39c | 75c Short Kimonos 27c \$5.00 Tub Dresses \$1.98 \$2.25 Tub Suits \$6.75 \$1.25 Feather Silk 64c Children's Dresses 75c Ages 2 to 6 years 19c

\$5.75 Girls' Dresses \$2.98 Children's Coats Ages 2 to 6 years Girls' Coats \$6.50 Girls' Coats Ages 6 to 14 years \$3.69

\$1.75 Lingerie Waists 69c \$1.25 Long Kimonos 57c \$4.50 Silk Waists \$1.98 \$1.75 House Dresses 94c \$1.25 Linene Skirts 69c \$4.00 Panama Skirts \$1.98 \$7.50 Silk Petticoats \$3.48 \$1.00 Wash Petticoats 47c \$27.50 Silk & Marqui-\$12.69 Wool Tailored \$25.00 Suits ..... 54-in. Cloth \$8.80 \$20.00 Coats 54in. Coats of repp or linen 3-4 length \$4.98

Are the Reductions on all Shoes

TRIMMED AND UNTRIMMED HATS

98c

\$6.75,

\$1.98

YOU'LL BE ASTONISHED AT The Millinery Department Suffers THE ENORMOUS REDUCTIONS. Heaviest at the hands of the rid-THE MONEY SAVINGS FOR YOU dance price man. No price too low ARE IMMENSE! HERE ARE THE PRICES THAT WILL QUICK. to sell it. For instance: Trimmed hats, worth \$7.75, LY FIND WEARERS FOR EVERY 98c

Sailors in all colors, worth \$2,50 in this sale Untrimmed hats worth this sale ALL CORSETS

At clearing sale prices; none re-served; manufacturers' cost prices and less prevail during this sale on all grades from the cheapest to the highest. AT 50c A PAIR.
Ladies' white batiste or summer netting corsets in the season's most popular models, strongly boned with rust proof boning, all sizes, excellent \$1 values, in this sale at, a 50c ANOTHER 50c ITEM. ANOTHER 50c ITEM.

Odds and ends of discontinued numbers in ladies' corsets, regular prices ranging from \$1 to \$2.50 a pair, not all sizes in this lot, but if you find your size, here's where you can make a saving;

choice a pair

choice, a pair ...... 50c

A CLEARING SALE OF Summer Clothing and Genis'

Furnishings THIS CLEARANCE SALE MUST COMMAND INTEREST. THE SALE PRICES ARE COMPEL-LING AND IT'S THE PRICING THAT COUNTS, WHEN IT'S DE-SIRED TO MOVE A GREAT

\$1.50 boys' straw hats in this sale ...... .....89c 75c boys' wash suits in this sale ..... \$1.50 boys' wash suits in this sale 35e boys' underwear, in this sale ..... \$3.00 boys' suits, in this sale \$8.00 boys' suits, in this sale .... 121ge men's socks in this sale ... 5c men's socks. 162/3c in this sale 50c men's neckwear in this sale 25c 50c men's underwear, in this sale 75c men's underwear, in this sale

The men's night shirts,
in this sale

\$1.50 to \$2.00 men's shirts, .39c 45c 95c all sizes go at ....

All White Goods THE WHOLE DEPARTMENT NOW ONE MASS OF BARGAINS. PRICES CUT ON EVERYTHING. EVERY ITEM WILL BE PRICED FOR A QUICK SALE—PRICED AT

A FIGURE THAT CAN'T HELP BUT DRAW CROWDS. 15c white dotted Swisses, 71/2c in this sale, per yard 101/2c in this sale, per yard 101/2c 20c white plans 101/2c in this sale, per yard 101/2c 20e white piques. in this sale, per yard. 10½C 25e faney white waisting and dress fabrics go at. 14C 30c white novelty waistings and dress fabrics go at. 35c white figured flaxous on sale, per yard. 35c white india linous 18c in this sale, per yard... 50c white Persian lawn, e white Persian lawn, 50c white waistings and 50c white novelty

dress fabrics all go, per yard... All White Longcloths, Nainsooks, Dimities, India Linons, Persian Lawns, French Lawns, Batistes, Waistings and Suiting Linens cut in price under manufacturers' cost of fabrics.

A CLEARING SALE OF

All Parasols

Prices cut to one-half and less than one-half; they must go and go quickly. CHILDREN'S PARASOLS. Value 25c, 35c, 50c, 65c, 85c, \$1.25 and \$2.00.

CLEARING SALE PRICES LADIES' PARASOLS. Value \$2.25, \$4.50, \$5.50, \$7.50 and

CLEARING SALE PRICES \$1.25, \$2.25, \$2.69, \$3.75 and \$5.00.

A CLEARING SALE OF

Bed Sheetings, Bed Spreads, Sheets and Pillow Cases, Muslins and Flannels

THAT WILL OPEN THE EYES OF THOSE THAT KNOW VALUES— ALL FORESIGHTED HOUSE-KEEPERS WILL LAY IN SUP-PLIES IN THE SALE

10c bleached muslin in this sale at	61/2C
121/2c cambries in this sale at:	71/2C
15c hemmed pillow cases in this sale at	81/2c
20c hemstitched pillow case in this sale at	- 12c
27 be pillow tubing in this sale at	160
30c bed sheeting, 2% yard wide, in this sale at	s 100
60c white all wool flannel in this sale at	
75e hemmed bed sheets in this sale at	44c
\$1.25 hemstitched bed sheet in this sale at	5 60c
\$1.25 bed spreads in this s \$1.50 bed spreads in this s \$1.75 bed spreads in this s	ale at 89c

All finer bed spreads, all finer sheets and pillow cases, all embroidered flangels cut in price under manufacturers' cost of fabrics.

A CLEARING SALE OF

All Silks

THE MOST SERIOUS SACRI-FICES THIS SECTION HAS EVER KNOWN ARE NOW BEING MADE TO SELL OUT THE ENTIRE SUM-MER STOCKS. PRICES CUT ON EVERYTHING.

65c China Silk, 24 and 27 inches wide; sale price, 35e 65c Pongee silk, 34 inches wide; in this sale per yard 39c 75c quality colored Messalines, 50 colors to select from including black, white and cream; 44c

PANCY SILKS, including hair line and foulard silks; all this season's choicest styles at less than half price—sale prices, per yard—

33 1-3c, 39c, 48c and 59c

A CLEARING SALE

All Dress Goods and Linings

THE MIGHT OF SUCH REDUC-TIONS MUST MAKE OUR BAR-GAINS RING IN THE EARS OF THE PEOPLE AS NEVER BE-FORE. PRICES CUT ON EVERY.

DRESS GOODS.

100 pieces of challtes; light and medium colors; in stripes, checks, dots and floral designs. Worth 50c a vard, to go at, a

50c and 65c dress goods, including a complete line of English Henriettas; in this sale, per yard. 29c 85c and 90c serges, panemas, nuns' veiling, albatross, etc.; all staple and light colors; in 57c

LININGS.

25c Selisia, 36 inches wide, all colors, in this sale at, 121/2c
35c Mercerized Sateen, very fine quality, in all colors, in 19c
this sale, per yard ..... 19c

A CLEARING SALE OF

Muslin Underwear

A TREMENDOUS SACRIFICE. EVERY ARTICLE IN THE EN-TIRE DEPARTMENT MARKED AT A MERE FRACTION OF ITS

LADIES' NIGHT GOWNS, high or low neck styles, made of good muslin, cut full sizes, the best 65c grades; clearing sale 39c 100 dezen ladies' corset covers in the lest 20c value; elearing sale price . . . . . . . . . . . . . . . . . . 8c

500 dozen children's drawers, all sizes, regular 20e values; 8c clean up sale price.
Ladies' muslin skirts, lace or embroidery trimmed, \$1.50 grades; clearing sale price

Ladies' drawers of good muslin, open or closed, all Sizes, best 25c grades; clearing sale